



WBTV

# ORDER

Print Date 09/14/12

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Flight Dates **09/17/12-09/23/12**

Contract / Revision      **820718 /**  
Original Date / Revision  
                                  09/14/12    09/14/12  
Advertiser **Pat McCrory for Governor**

Agency    **Smart Media Group**  
Buying Contact  
  
**814 King Street**  
**Alexandria, VA 22314**

Product  
**MCCRORY FOR NC GOVER**  
  
Agency Com    15%  
Billing Contact  
  
**814 King Street**  
**Alexandria, VA 22314**

Sales Office    T-DC  
Sales Region   National  
Agency Ref

Order Sep            00:15:00  
  
Estimate #            **917923**  
Alt Order #           **06218110**  
Billing Type          Cash  
Order Type          Political  
Billing Cycle          EOM/EOC  
Billing Calendar    BROADCAST  
  
Demographic       A35+  
Rev Codes            Agency    Political    Pol-Candic  
Product Codes    PL500  
Priority                P 3  
Advertiser Ref

Primary Account Executive  
 Dave Clark

Account Executive	Order%	Start Date	End Date
Dave Clark	100%		

Order Share 37%    Market Value 47405

Competing Station	% of Order	Amount
WAXN	%	0
WBTVn	%	0
WBTVt	%	0
WCCB	8%	3792
WCNC	18%	8532
WHKY	%	0
WJZY	%	0
WMYT	%	0
WNSC	%	0
WSOC	37%	17540
WTVI	%	0
WUNE	%	0
WUNG	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	25	\$14,909.00	\$17,540.00	0.00	08/27/12	09/23/12	25	\$14,909.00	\$17,540.00
<b>Totals</b>	<b>25</b>	<b>\$14,909.00</b>	<b>\$17,540.00</b>	<b>0.00</b>					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WBTV	09/17/12	09/21/12	WBTV News at Noon WBTV News At Noon	Comm	12-12:30p	MTWTF--	:30	3	\$350.00	P 3	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					3	\$350.00		0.00			
E 2	WBTV	09/17/12	09/21/12	WBTV News 6a WBTV News 6a	Comm	6-7a	MTWTF--	:30	2	\$600.00	P 3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					2	\$600.00		0.00			
E 3	WBTV	09/17/12	09/21/12		Comm	M-F 530p-6p	MTWTF--	:30	2	\$650.00	P 3	0.00	NM	2	\$1,300.00

Totals	25	\$17,540.00
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